

FROM ZERO TO...
2,414



VISITORS
EVERY FREAKIN' DAY



THE END RESULT

From zero to 2,414 visitors a day



Results like this don't happen by accident.

You already know that 99% of websites never get more than a handful of visitors, and nowhere near enough to generate predictable revenue.

So if there's one thing that separates a successful website from the vast majority of websites, it's **strategy**.

The core element of that strategy is to *diversify your traffic sources*.

This means combining multiple techniques and methods that weave together like a tapestry, forming an almost unbreakable network that you can tap into whenever you need or want traffic.

THE STRATEGY

An accidental discovery

...A strange but true story.

One day I received the following email... (I've redacted the name of parties mentioned).

Hey Mick,

*Love your website and videos. I heard about you on the **** podcast by **** and wanted to ask if I could interview you for my website ****?*

I'd never heard of that podcast before.

And while this might seem like a regular fan email, it got me thinking.

People were flocking to my website because it was mentioned on a random podcast.

And sure enough, in Google Analytics there it was, a backlink from the show's website.

A new traffic method had landed in my lap.

THE STRATEGY

A crazy experiment that just might work

Feeling inspired, I reach out to the podcast host and thanked them for the exposure. I offered to send niche-relevant news and updates that their listeners might be interested in.

From then on every single episode featured my content.

But what if other podcasts did the same? How much traffic could I generate?

And what if I streamlines the process by curating content and publishing more often? Could I turn a trickle into a flood of traffic?

And what if I could develop a system that anyone can use?

Would this be repeatable? Would it work in other niches? And would it work for new websites?

I put it to the test.

I created a brand new website and curated content, added my own unique twist, and created an outreach program to contact podcasts.

The results were outstanding. From zero traffic, to 2,414 visitors a day.

Everyday.

THE STRATEGY

Leveraging podcasts

Do you *have to* go on podcasts? **No.**

You do not have to appear on shows as a special guest.

You don't have to step out of your comfort zone, this strategy is so powerful that you will be regularly invited onto shows.

That's **a great** problem to have.

Why do we leverage podcasts and how?

Think about it.

Podcasts need **lots** of content. Day in, day out, hosts need to produce a continuous stream of content for their listeners.

That's a lot of air to fill.

And what are they going to fill it with?

Content that's been **curated** by you, so they can credit you (and your website) as the source.

CREATION VS CURATION

The lazy option

Option A: Content Creation

You spend hours crafting a piece of original content.

You hope someone, anyone, will pay attention to it. Then you hope they might share it with others.

And then you hope enough people find your content to make it all financially worthwhile.

That's a lot of hope.

This is how most people do things, and you already know that most people fail.

'Hope Marketing' does not work. So instead you might like...

Option B: Content Curation

Take a small piece of existing content that's proven to be popular, credit the source, and put your unique twist on it.

It's that simple.

HOW CURATION WORKS

Powerful underground content

This is stealthy.

You're going to submit your curated content to podcasts, complete with your unique twist.

I'll explain how to create an irresistible 'unique twist' later on.

Now, podcasts will most likely be discussing the major developments and current events in your niche already, so you can't use those.

Instead, you need to find **emerging** news and events before they become big talking points.

You've just become a source of breaking news in your niche.

And along with that kudos comes instant credibility and authority.

With the traffic levels to **match**.

But how do you find this underground content?

Luckily it's everywhere, when you know where to look.

I'll show you how.

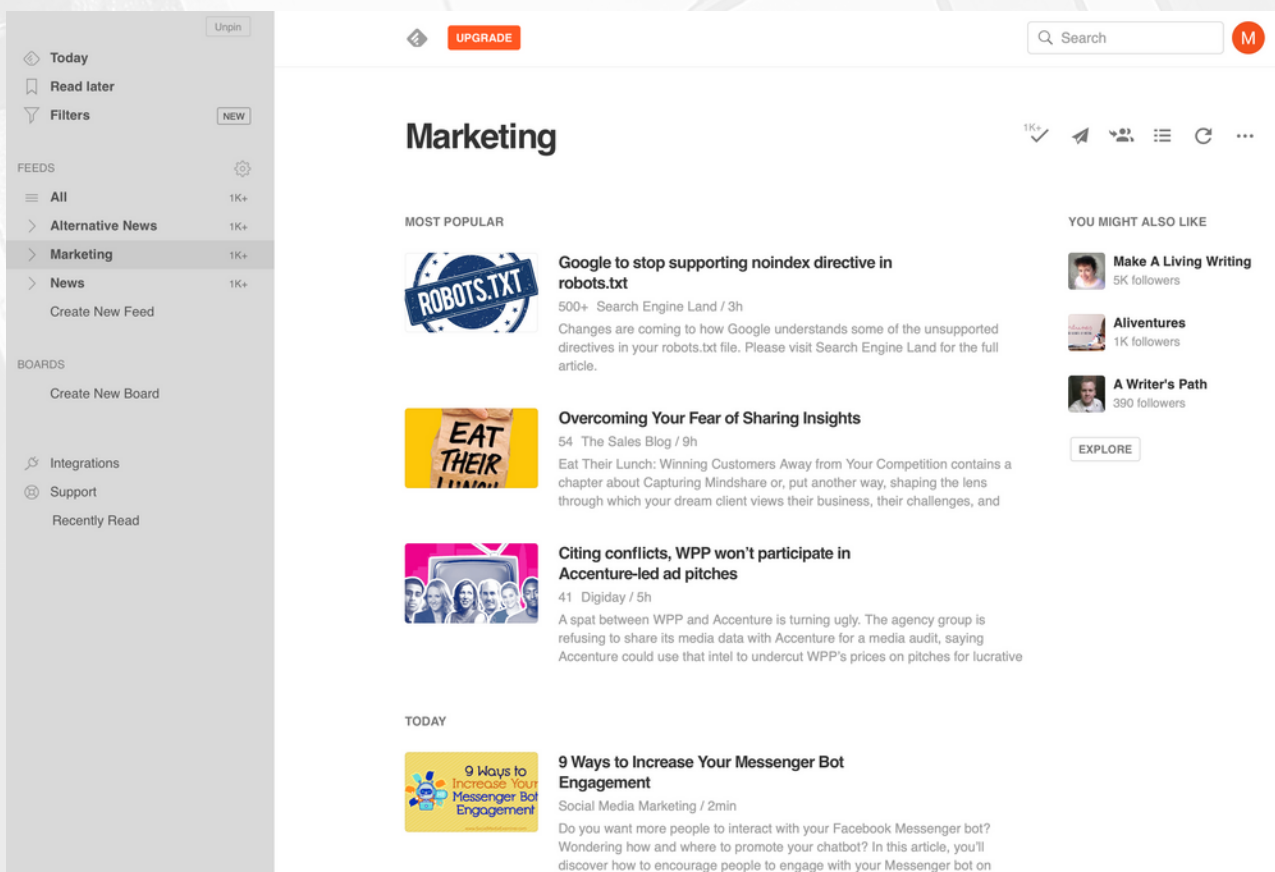
UNDERGROUND SOURCES

Finding water-cooler moments

My starting point is always with Feedly.

<https://feedly.com>

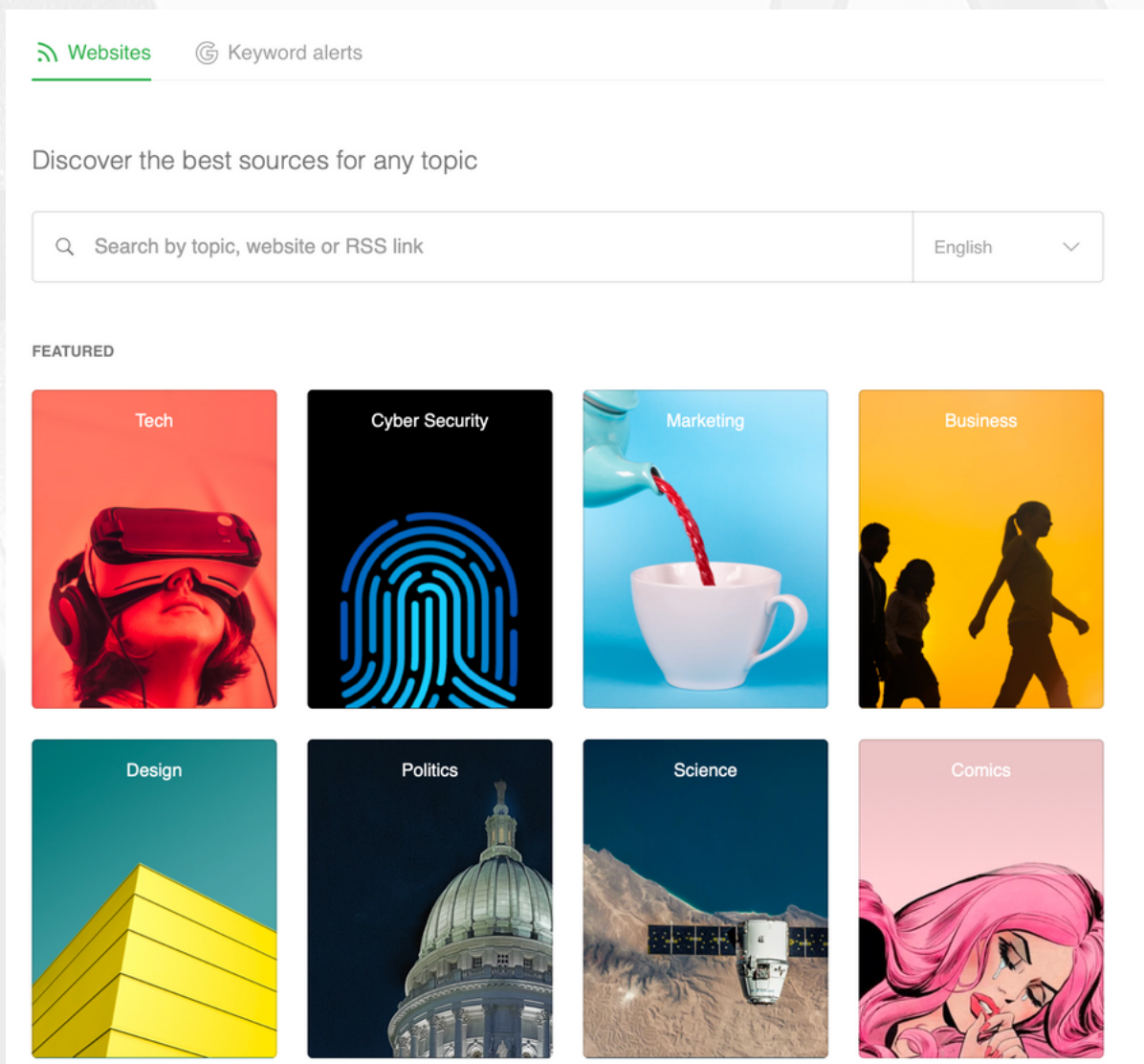
Feedly is a content aggregator that lets you add RSS feeds from niche-relevant websites.



UNDERGROUND SOURCES

Finding water-cooler moments

To find the RSS feed of niche-relevant sites that you can add to Feedly, either search inside the tool here; <https://feedly.com/i/discover>



UNDERGROUND SOURCES

Finding water-cooler moments

You can also create Keyword Alerts that will automatically monitor activity across the Internet; <https://feedly.com/i/discover/keywordAlerts>

📡 Websites 🔍 Keyword alerts

Track mentions across thousands of news sites

All news sites ▾

English ▾

NARROW YOUR SEARCH

"Elon Musk"

Put phrase inside quotes for an exact match. This is particularly useful for names.

intitle:"digital transformation"

Use the intitle: operator to search for a keyword in the title of articles

"Elon Musk" -Tesla

Use the minus (-) operator to exclude results which match specific keywords

Tesla AND "Elon Musk"

Use AND to search for multiple keywords in the same article

UNDERGROUND SOURCES

Finding water-cooler moments

Another way to add a website to Feedly is to go to a relevant website and type *'/feed'* after the domain name.

For example:

www.website.com/feed

This will give you the direct RSS feed of any website that's using the Wordpress CMS.

Copy and paste that URL into Feedly.

And now every time that website is updated with new content it will instantly appear in your list.

Now you'll always have a supply of constantly updated content to choose from.

As good as Feedly is, let's not don't stop there.

You can tap into the power of social media to curate content.

Let's use Twitter.

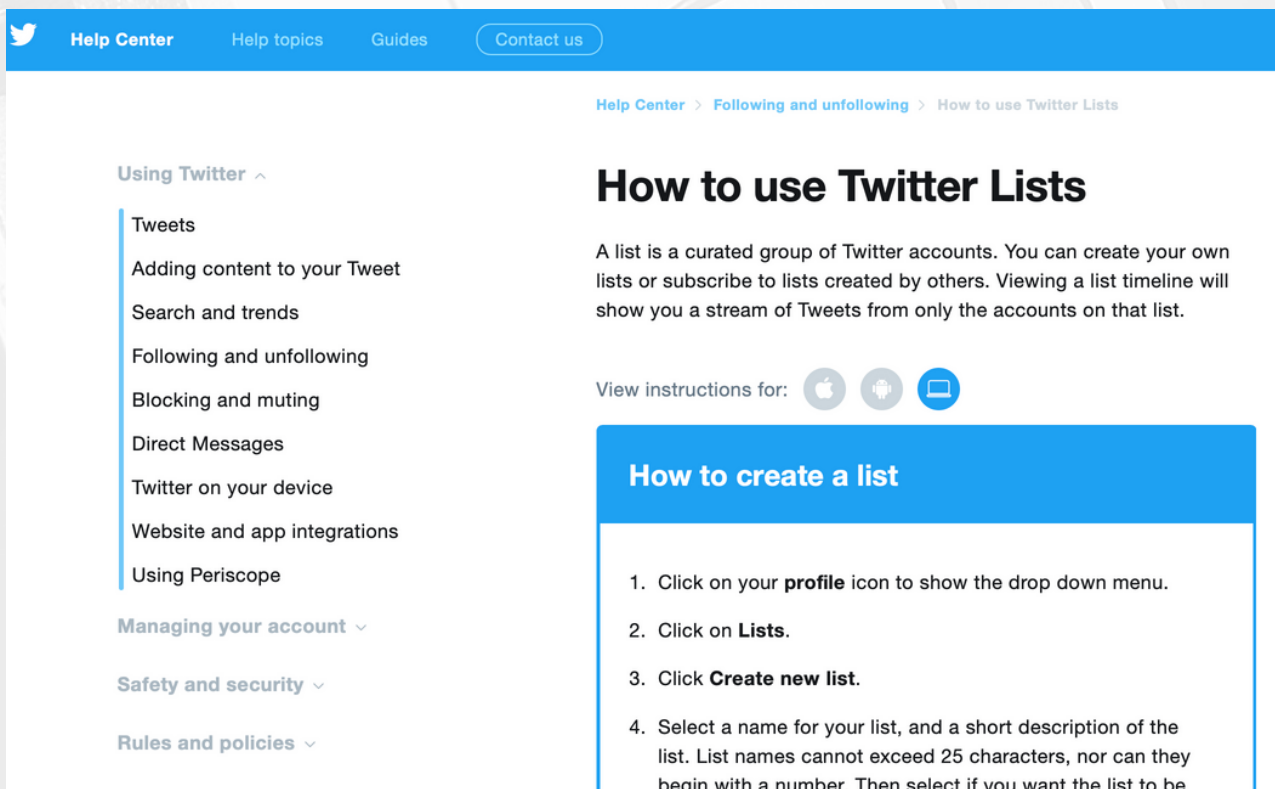
UNDERGROUND SOURCES

Finding water-cooler moments

Another easy way to curate content is with Twitter Lists.

Twitter lets you group accounts together, so you only see Tweets and Retweets from the accounts in that group.

<https://help.twitter.com/en/using-twitter/twitter-lists>



The screenshot shows the Twitter Help Center interface. At the top is a blue navigation bar with the Twitter logo, 'Help Center', 'Help topics', 'Guides', and a 'Contact us' button. Below this is a breadcrumb trail: 'Help Center > Following and unfollowing > How to use Twitter Lists'. On the left is a sidebar menu with categories: 'Using Twitter ^', 'Managing your account v', 'Safety and security v', and 'Rules and policies v'. Under 'Using Twitter', 'Following and unfollowing' is expanded, showing sub-items like 'Tweets', 'Adding content to your Tweet', 'Search and trends', 'Blocking and muting', 'Direct Messages', 'Twitter on your device', 'Website and app integrations', and 'Using Periscope'. The main content area is titled 'How to use Twitter Lists' and includes a definition: 'A list is a curated group of Twitter accounts. You can create your own lists or subscribe to lists created by others. Viewing a list timeline will show you a stream of Tweets from only the accounts on that list.' Below this is a section 'View instructions for:' with icons for Apple, Android, and a laptop. A blue box titled 'How to create a list' contains a four-step numbered list: 1. Click on your **profile** icon to show the drop down menu. 2. Click on **Lists**. 3. Click **Create new list**. 4. Select a name for your list, and a short description of the list. List names cannot exceed 25 characters, nor can they begin with a number. Then select if you want the list to be

YOUR UNIQUE TWIST

Make your content irresistible

Once you've found appropriate content that you can curate, it's time to add value and create your unique twist.

The unique twist is essential because it turns curated content into *your content*.

It's a hook that makes your content irresistible.

The easiest way to do that is with a strong and snappy headline that creates curiosity and intrigue.

Next, you must frame your content the right way.

The first sentence is vital.

To make it compelling use power words that elicit an emotional reaction.

Finally, a way to add value is with your own commentary.

Sum up why it's important, and why people need to be aware of it.

Just like Spinal Tap, dial it up to 11 and make a prediction about the biggest potential outcome or impact on your niche.

And if you can reference it back to previous events, you'll boost credibility.

STRATEGIC PUBLISHING

Drive traffic while building influence

So far you've:

- Found a small portion of emerging content to curate
- Added your own unique twist to draw people in
- Referenced the original source so you're ethical

When everything is in place, it's time to hit the publish button.

But what happens afterwards?

When your content is published, it's important to let the original source know that you've linked to them.

While sharing your content on social media tag the original author, blogger or brand profile. Thank them for uncovering the story, compliment them.

This will put you on their radar, eventually. So be persistent.

Over time as your audience grows you'll build influence with bloggers and content creators that will give you cross-promotion opportunities.

There's a famous saying, "Remember the human". Treat people the same way you wish to be treated, and you'll set yourself apart from everyone else trying to grab the attention of influencers.

STRATEGIC OUTREACH

Leveraging niche-relevant podcasts

Now your content is on point.

Next you need to reach out to podcast hosts and let them know you've found insightful content that their listeners need to know about.

Send a friendly email explaining why your content is important, and link to your website.

When they pick up your story you will receive traffic in two waves.

The first is during the broadcast - and replays, as listeners flock to your website for more information about the story.

The second wave comes when the podcast physically links to your story from their website.

Just like most aspects of growing a business, persistence is required.

Don't expect podcasts to acknowledge your content immediately, they receive lots of emails every day and will give attention to the names they recognise.

So keep at it. When one podcast picks up your story, it opens the door for others to follow when you mention their competition had previously used one of your stories.

DONE FOR YOU

Copy & paste outreach template

Initial contact template

Dear {their name},

Because your podcast {podcast name} is always amongst the first to report important developments in {your niche}, I'd like to send you occasional updates about {niche-relevant topic 1} and {niche-relevant topic 2} as they emerge.

I believe this might save you a bit of time.

My name is {your name} and I'd run a website called {your website name} which is all about {your niche}, so maybe I'll be able to find good content for your listeners.

And if you rather I didn't contact you again that's ok too.

Best regards,

{Your name}

{Your phone number}

IMPORTANT NOTE: Do not include a link to your website, just the name.

DONE FOR YOU

Copy & paste outreach template

Follow up template

Hi {their name},

I promised to send you emerging news and developments about {your niche}.

Today I've published this, which I think will be of interest to your listeners {link to your content}.

This is important because {why it matters}.

Best regards,

{Your name}

{Your phone number}

FINDING PODCASTS

Untapped traffic sources

The final piece of the puzzle is to find niche-relevant podcasts.

Thankfully this is easy, and will flood your website with traffic.

Eventually your traffic will begin to snowball, however your traffic levels will depend on several factors:

- The niche
- The content
- The podcast

While there are plenty of podcast apps available, I'll give you some of best starting points to help you find podcasts that you can share your content with.

It's important to use the 'machine gun' approach.

Contact as many podcasts as you can.

Not all will respond and that's ok.

Some might take a few days, or even weeks to respond. That's ok too.

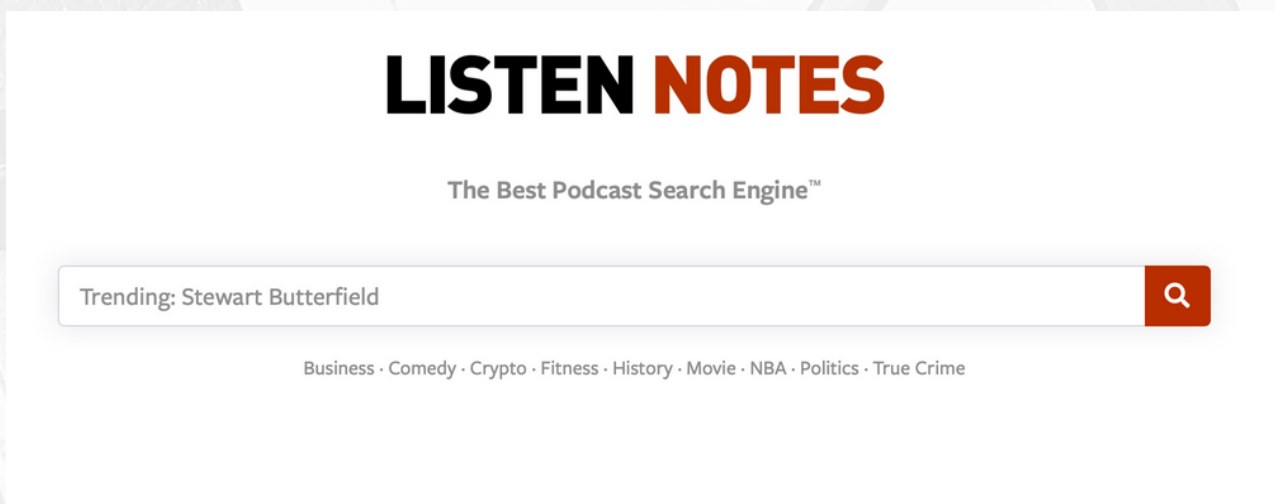
So in this section I'll walk you through using some of the best directories so you can find lots of podcasts to contact.

FINDING PODCASTS

Untapped traffic sources

The big-daddy of podcast directories is called Listen Notes.

<https://www.listennotes.com>



Listen Notes not only indexes podcasts and lets you search its database, but it also lets you create curated lists of podcast shows.

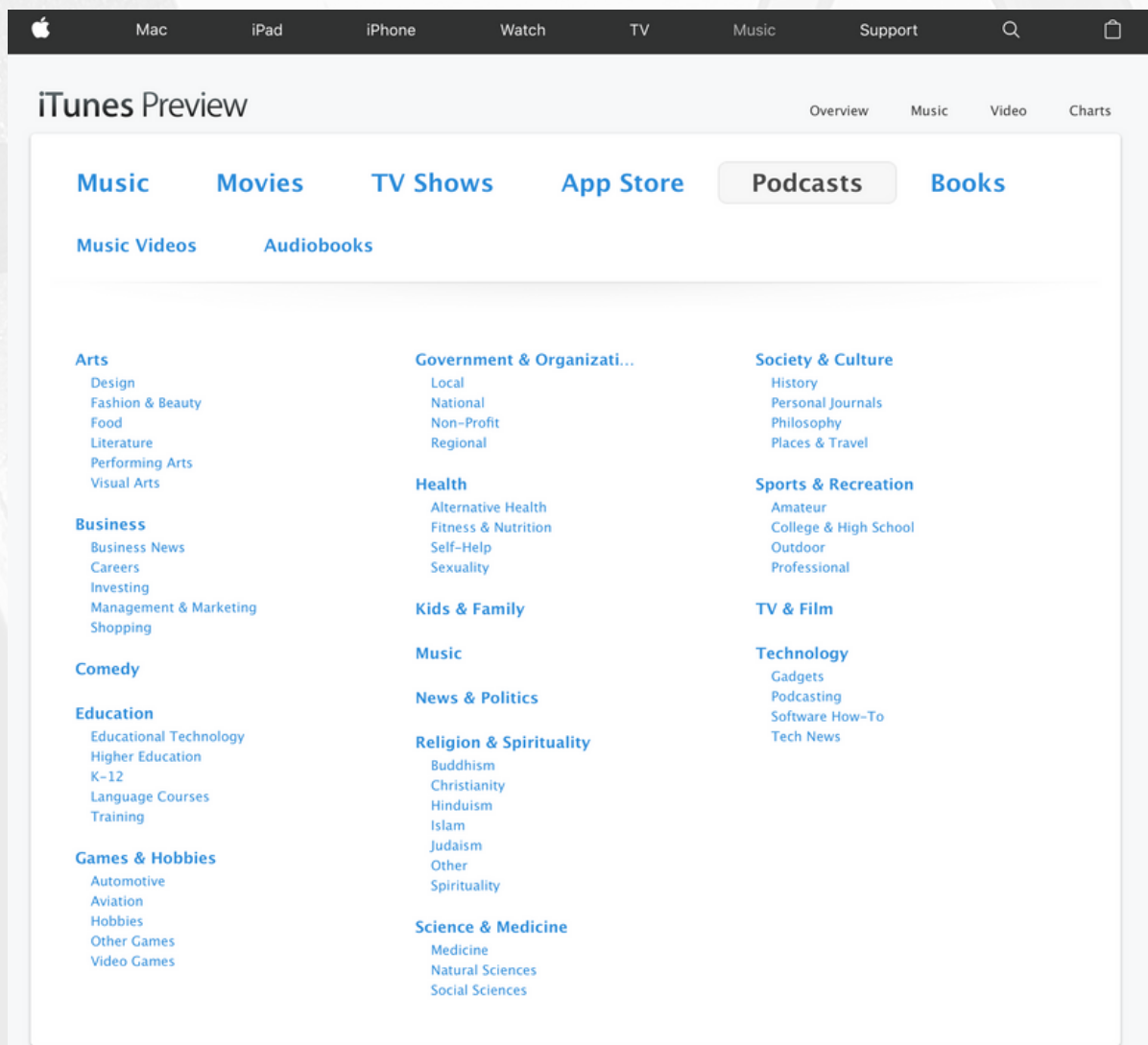
That means you can create your own podcast playlist, and easily keep a log of the podcasts in your outreach program.

FINDING PODCASTS

Untapped traffic sources

Next up is iTunes.

<https://podcasts.apple.com/us/genre/podcasts/id26>

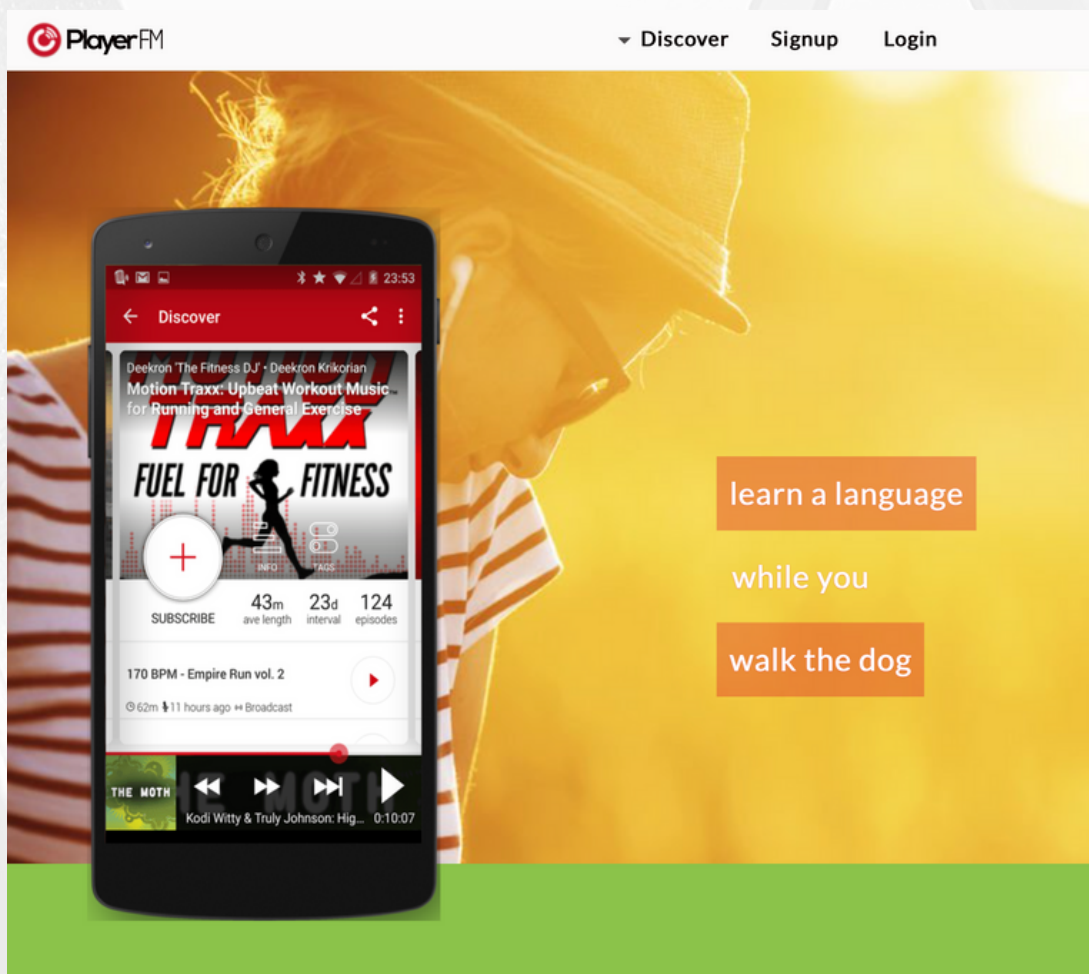


FINDING PODCASTS

Untapped traffic sources

And then we have PlayerFM.

<https://player.fm>



You will quickly notice that as each podcast begins to share your content, your traffic will increase day by day.

WHAT NEXT?

Diversify your traffic sources

You want to be become independent.

I know this because I wanted to become independent too.

However, during one period of my 20+ year journey I made a mistake that almost cost me everything.

I'm sharing this in the hope you don't make the same mistake; relying on any single traffic source.

You absolutely must diversify your traffic sources and not become dependant on any one method.

Why?

Because if there's one constant online, it's change.

For that reason I encourage you to find and use multiple traffic sources, multiple traffic methods, and most importantly, build your own email list.

Then you have traffic whenever you want it, and nobody can take it away.

And email list allows you become independent because it's traffic you own and control.

VITAL RESOURCES

Websites to bookmark

My blog:

profitcopilot.com

My Youtube channel:

youtube.com/profitcopilot

My Facebook group:

facebook.com/groups/profitcopilot

Content curation tools:

feedly.com

help.twitter.com/en/using-twitter/twitter-lists

Podcast directories:

listennotes.com

podcasts.apple.com/us/genre/podcasts/id26

podcasts.google.com/about

player.fm